



The Commercial Markets Advisory Service (CMAS) is a national program of the Local Initiatives Support Corporation (LISC), the nation's largest community development intermediary. At CMAS, our mission is simple – we support local stakeholders in their efforts to develop vibrant, healthy commercial districts that offer good jobs, access to quality retail and healthy food options.

## A FRAMEWORK FOR REVITALIZATION

We believe that a comprehensive, flexible framework for action begins with assessment and planning based on solid market research. Once that is in place, our palette of tools, resources and targeted expertise helps communities prioritize their activities and deploy scarce funds and manpower to achieve real, measurable results. CMAS serves commercial districts in the following areas: **1) Retail Attraction & Retention 2) Commercial Real Estate Development 3) Marketing & Promotion 4) Cleanliness & Safety**

## A GATEWAY TO RESOURCES

### INFORMATION

CMAS serves as a national repository of best practices within the LISC network, sharing successful stories with communities nation-wide through conferences, web-casts, newsletters, publications and a resource catalogue of templates, case studies and examples. These resources are available free of charge to LISC-sites.

### EXPERTISE

CMAS provides standard and customized training solutions in commercial revitalization, retail attraction, joint ventures, commercial revitalization planning and visioning, and much more. See our website, [www.lisc.org/cmas](http://www.lisc.org/cmas) for more information.

### PARTNERSHIPS

CMAS is a one-stop shop for retailers and developers interested in urban commercial markets. We can help retailers build local relationships, and we can help communities connect to retailers and developers interested in their markets.

### MARKET RESEARCH

LISC MetroEdge is a CMAS product that provides innovative market research, quantitative analysis and community engagement to help our communities identify and market their hidden assets to retailers and developers. LISC sites also benefit from CMAS' membership to ESRI Business Analysis for up-to-date trade area analysis.

### FINANCING SUPPORT

CMAS can serve as a conduit to additional LISC financial resources, including commercial/mixed-use lending products and well as New Markets Tax Credits through LISC's New Markets Support Company.



*CONNECTING COMMUNITIES  
TO COMMERCE*

